

BACHELOR OF ARTS IN ADVERTISING AND INTEGRATED COMMUNICATIONS

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The BA in Advertising and Integrated Communications prepares you for a future in advertising by considering the rapidly developing new technologies in persuasive communication, the increasingly engaged consumer and the consumer experience, interactive and digital media and its vast influence, and the emerging challenges brought forward by artificial intelligence (AI) in the service of the discipline. As a major in advertising, you will master key skills in innovative and creative thinking to shape and inform the strategic and tactical decisions needed for jobs in the industry. You will also develop expertise that can be applied to a broader network of related careers such as social media, brand management, media buying, public relations, audience and market research, corporate communications and more.

Practical experience, internship opportunities, meetings with industry professionals, and an in-house agency provide the opportunity to build a strong portfolio of work while studying in the program and further complement your professional and personal interests. The BA in Advertising and Integrated Communications program combines academics and real-world collaboration to position you for a successful career in communications.

The BA in Advertising and Integrated Communications requires a minimum of 120 credits for degree completion.

Code	Title	Credits
University Curriculum (http://catalog.qu.edu/academics/university-curriculum/)¹		46
Required School of Communications core courses²		
COM 120	Media Industries and Trends	3
COM 130	Visual Design	3
COM 140	Storytelling	3
School of Communications requirements³		
Global Issues and Cultures, select two courses		6
Seminars for Success		
COM 101	Communications First-Year Seminar	1
COM 201	Media Career Development	1
Required major courses		
ADPR 102	Introduction to Advertising and Integrated Communications	3
ADPR 201	Writing for Advertising and Public Relations	3
ADPR 320	Strategies for Social Media	3
ADPR 332	Communication Research & Analytics	3
ADPR 335	Media Planning	3
ADPR 410	Branding Strategies	3

ADPR 485	Advertising and Integrated Communications Campaigns	3
COM 490	Communications Career Internship	3
ADPR Electives		
Select two of the following:		6
ADPR 101	Intro to Public Relations	
ADPR 215	Web, Mobile & Interactive Design	
ADPR 222	Persuasion	
ADPR 230	Entertainment Advertising & Public Relations	
ADPR 240	Public Relations Management	
ADPR 309	Public Diplomacy	
ADPR 311	Sports Public Relations (sps 311)	
ADPR 341	Corporate Public Relations	
ADPR 343	Nonprofit Public Relations	
ADPR 344	Global Public Relations Management	
ADPR 345	Investor Relations and Financial Communication	
ADPR 346	Health Communication	
ADPR 348	Event Planning	
ADPR 349	Media Relations	
ADPR 400	Special Topics	
ADPR 405	The Agency	
ADPR 450	Crisis Communication Management	
Other courses with chair's approval		
Open SoC Elective		
Select any course in the School of Communications		3
Free Electives		
Select two additional courses from across the university		6
Minor courses		18
Total Credits		120

¹ Students majoring in Advertising and Integrated Communications will complete their Integrative Capstone Requirement within the major with ADPR 485. In place of those credits, the student will select an additional unrestricted course in the University Curriculum.

² Core must be completed by end of sophomore year.

³ A minimum of 45 credits of a student's total number of credits (includes major, minor, UC, electives, etc.) must be taken at the 200 level or higher.

Minor Requirement

All students majoring in advertising and integrated communications are required to complete a minor (typically 18 credits) that will complement their career and/or personal interests. This minor can be from any program either within or outside the School of Communications. However, a student majoring in advertising and integrated communications may not minor within the Department of Advertising and Public Relations, in the advertising and public relations minor.

Shown below is one of many possible paths through the curriculum. Each student's individual academic plan is crafted in consultation with their academic adviser. Course availability, potential transfer credits, student

goals, and course prerequisite completion may influence the course plan for each student.

Course	Title	Credits
First Year		
Fall Semester		
EN 101	Introduction to Academic Reading and Writing	3
FYS 101	First-Year Seminar	3
ADPR 102	Introduction to Advertising and Integrated Communications	3
COM 120	Media Industries and Trends	3
COM 140	Storytelling	3
COM 101	Communications First-Year Seminar	1
Credits		16
Spring Semester		
EN 102	Academic Writing and Research	3
COM 130	Visual Design	3
MA 170	Probability and Data Analysis	3
Minor Course #1		3
University Curriculum Course		3
Credits		15
Second Year		
Fall Semester		
ADPR 201	Writing for Advertising and Public Relations	3
COM 201	Media Career Development	1
Minor Course #2		3
University Curriculum Course		3
University Curriculum Course		3
University Curriculum Course		3
Credits		16
Spring Semester		
ADPR 332	Communication Research & Analytics	3
ADPR Elective		3
Minor Course #3		3
University Curriculum Lab Science		4
University Curriculum Course		3
Credits		16
Third Year		
Fall Semester		
ADPR 320	Strategies for Social Media	3
MSS 340	Communications Law and Policy	3
Minor Course #4		3
Global Issues and Cultures Course		3
University Curriculum Course		3
Credits		15
Spring Semester		
ADPR 335	Media Planning	3
School of Communications Elective		3
Minor Course #5		3
Global Issues and Cultures Course		3
University Curriculum Course		3
Credits		15

Fourth Year

Fall Semester

ADPR 410	Branding Strategies	3
COM 490	Communications Career Internship	3
Minor Course #6		3
University Curriculum Course		3
University Curriculum Course		3
Credits		15

Spring Semester

ADPR 485	Advertising and Integrated Communications Campaigns	3
ADPR Elective		3
University Curriculum Course		3
Free Elective		3
Credits		12
Total Credits		120

Student Learning Outcomes

Upon completion of this program, students will be able to demonstrate the following competencies:

1. **Information fluency and analysis** – Analyze, assess and strategically employ data related to audiences and media content.
2. **Media Literacy** – Understand the modern media landscape and how to capitalize on the strengths of different media technologies.
3. **Social intelligence** – Demonstrate an ability to work effectively and responsibly within groups and manage relationships with clients, team members and audiences to achieve individual and common goals.
4. **Design thinking and production** – Implement basic multimedia production techniques and work effectively with content creators to produce deliverables related to campaigns.
5. **Effective communication** – Write effectively in a variety of formats for maximum audience impact.
6. **Critical and creative thinking** – Understand the principles of branding, cohesive messaging and reputation management to apply how communication strategies and tactics integrate for a large-scale campaign from concept to delivery.

Admission Requirements: School of Communications

The requirements for admission into the undergraduate School of Communications programs are the same as those for admission to Quinnipiac University.

Admission to the university is competitive, and applicants are expected to present a strong college prep program in high school. Prospective first-year students are strongly encouraged to file an application as early in the senior year as possible, and arrange to have first quarter grades sent from their high school counselor as soon as they are available.

For detailed admission requirements, including required documents, please visit the Admissions (<http://catalog.qu.edu/general-information/admissions/>) page of this catalog.